**Victor Push Spots 100% Exchange Trade**

**Distribs Meet to Map Fall Pitch; Special Drive Set for School Trade**

NEW YORK, Aug. 4—The RCA Victor Div. of the General Electric Co. was being presented to the label's distributors at a semiannual meeting here this week to discuss the label's policies for the coming season, which will include a large-scale promotion campaign in retail stores, motion pictures, and radio. The presentation will be followed by a special drive for the 100% exchange trade which will be open to all RCA dealers.

**Mercury, BMI Set Deal for Wing Activity**

NEW YORK, Aug. 4—Mercury Records has signed an agreement with the Broadcast Music, Inc. (BMI) distribution company that will enable Mercury to become a BMI publisher, Wing Music, which will be in charge of all royalty matters of the new deal which was wrought out by Talmaide with BMI.

Irwin Berke, Chicago contact man for BMI, said this week that the plan is to set up a BMI publishing set-up in Chicago, which will be under Talmaide for the next several years, which will be used to handle the music publishers for the new publishing set-up.

**Decca Pushes Burke Disks**

Hollywood, Aug. 4—Sonny Burke will have four new tunes on the market this week, once again proving his talent to the public. The new songs are "Any Which Way But Loose," "Let Good Things Have a Chance," "Good Times and Better Days," and "The Whole World Is Waiting for Me." The latter song is being produced in the style of "Tangerine," the hit song of the summer.

**Niles for Cap Pubs in East**

NEW YORK, Aug. 4—Niles this week was hired to lend its name to a new promotion campaign for the Cap Records publishers. Annual Music, Inc., which handles the promotion campaign, will take over the post immediately.

**Tangled Operation Cues Bowl Trouble**

NEW YORK, Aug. 4—In the heat of the Hollywood Bowl season, Karl Weiker, former manager of the Cues Bowl, has been appointed chief rival for the Bowl's season, and will now be responsible for the operations of the Cues Bowl. The Bowl that many of the other major theaters want to follow the operations of the Cues Bowl, since it is a major rival of the Broadway."